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ABSTRACT

Project Dialib was a two-year investigation of the impact of on line information retrieval in a public library setting. This volume documents the efforts that were made to publicize the project and to promote the use of the service among library patrons. (JY)

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TWO YEAR INTERIM REPORT

INVESTIGATION OF THE PUBLIC LIBRARY AS A LINKING AGENT TO MAJOR SCIENTIFIC, EDUCATIONAL, SOCIAL, AND ENVIRONMENTAL DATA BASES

Annex 2: Publicity Aspects

LMSC-D502595 1 September 1976

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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Information Systems Programs
Lockheed Palo Alto Research Laboratory
LOCKHEED MISSILES & SPACE COMPANY, INC.
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Palo Alto, California 94304

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FOREWORD

This report is Annex 2 of the Two-Year Interim Report of the DIALIB Project, a study to investigate the impact of online retrieval terminals in a public library setting. The project was supported by Grant SIS74-13972, User Support Program, Division of Science Information Service, National Science Foundation. The study was conducted by Lockheed Information Systems, and Lockheed also provided the DIALOG® online retrieval service. Four public libraries in the Cooperative Information Network (CIN), a resource-sharing network in Northern California, were the main library participants in the study. Evaluation was performed by Applied Communication Research, a nonprofit behavioral research firm in Palo Alto, California. The project was reviewed by an Oversight Committee of five experts in various specialties of public librarianship, marketing, and information science.

This Annex deals with the publicity aspects of the project. For a description of the overall project, its organization and evaluation, the reader should consult the main volume.

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Section 1
INTRODUCTION

Because it was felt that publicity is such a crucial part of online search service in the public library, this Annex has been prepared to capture the ideas and publicity material developed in the DIALIB experiment. The evaluation material presented and the problems discussed will provide those considering online search in the public library with an indication of the publicity resources required for the venture, and the appendix material will provide ideas on the design of needed publicity material.

1.1 THE NEED FOR PUBLICITY

In offering an online search service, the four Cooperative Information Network (CIN) libraries were offering a new service – one that provided more scope and in-depth reference capabilities than were previously available through public libraries. To attract users to this service, it was necessary to inform both public library patrons and those who do not have library cards about the availability of the service. In addition, because of the novelty of the service to library professionals, it was also necessary to publicize the service to the library staff and to acquaint them with online retrieval capabilities.

The online search service was offered at no cost to the patron during the first year of the study. This served to acquaint the public with the power of an online search service and also served as a training period for the librarians. During the second year, service was provided to the public at one-half the normal cost, and in the third year the full cost of an online search was passed on to the patron. This Annex deals only with the first two years of the study. The third year of full-cost search will be reported on in the Fall of 1977.

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1.2 PUBLICITY IN PROJECT DIALIB

Recognizing the importance of publicity to Project DIALIB, the participating libraries strongly recommended that a publicity coordinator be appointed. Their choice for the post, Ms. Evelyn Helmer, publicity coordinator for San Mateo County Library, was accepted by Lockheed.

1.2.1 Publicity Plan

The publicity approach followed a four-stage plan, as described by Evelyn Helmer.*

- Stage One:

  Ribbon cutting ceremonies took place in the San Jose Public Library; news stories appeared in four daily newspapers and half dozen local weeklies (see Fig. 1); there was some coverage on the news programs of local radio stations and one TV network covered the opening ceremonies. Brochures, bookmarks, and posters were designed primarily for distribution to public, school, special, industrial, and college libraries in Santa Clara and San Mateo Counties. Ultimately they included also Monterey and Santa Cruz Counties when they joined the Cooperative Information Network. These materials were reissued from time to time when opportunities for wider distribution were sought, i.e., at state and national library conventions, professional conferences, and meetings of technical and scientific organizations. It soon became apparent that publicity of a general nature needed to be supplemented by more specific descriptive flyers and brochures. (See Figs. 2 and 3.)

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*It has been a challenge and an interesting two years serving the project as publicity coordinator. I am grateful for all the help given to me in my efforts to spread the word. Special thanks to Oscar Firschein, Ann Scott, Nancy DeWath, Beth McNabb, Sally Drew, Lisa Naef, Lois Thomas, Charlotte Sakai, and staff artist, Dennis Nolan.

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VOLUME 46, NO. 31 WEDNESDAY, SEPTEMBER 4, 1974 Price $2.00 A Year - - 10c A Copy

Conversation With a Computer

By Miriam Soomil

Behind every successful transaction with a computer is a human being.

And the person behind the County Library System's new research computer operation Nancy Dewath, research librarian, and her co-workers.

The recently-installed computerized program at the central library on Tower Road, Belmont, provides almost instantaneous information on resource material, information that until now has taken days, even weeks of research.

But the duration of those instants depends on the librarians in individual libraries that are tied into the system, and on the operator of the terminal, which resembles a typewriter.

They must be detectives, psychologists, linguists, researchers and just plain good guessers.

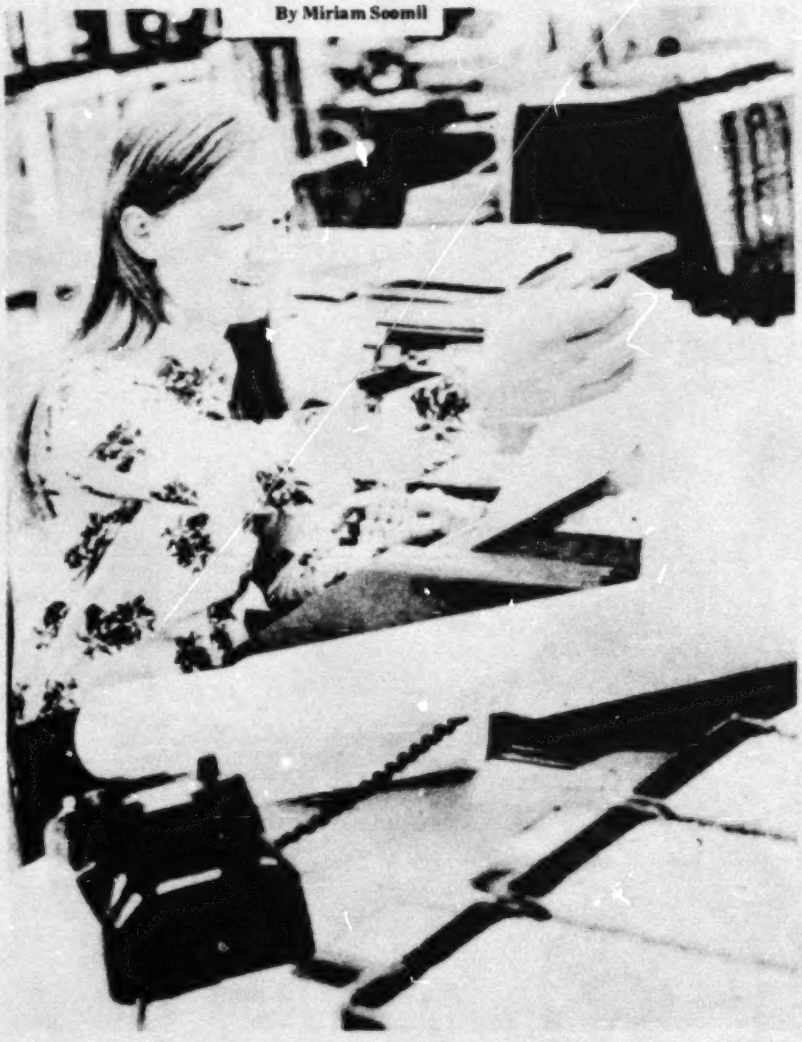
The process starts at the local library, where the patron tells the librarian the subject of the desired information.

One word, however, isn't enough information for the computer appropriately named "Dialog", which lives at Lockheed in Sunnyvale, to provide the specific information wanted.

The researcher is carefully questioned to elicit key words that will point the computer in the exact direction.

Then the information is transmitted by telephone or teletype to the Tower Road library.

There, the librarian dials a telephone number which is answered, so to speak, by the computer. The operator gives a password to reassure the computer that no outsider is trying to steal information. That's when it begins to get interesting.



RESEARCH LIBRARIAN Nancy Dewath aids research worker track down materials checks replies from computer at Lockheed for a project. Missiles and Space Co. in Sunnyvale as she

The computer has stored in it six million citations, and from these the precise references desired must be elicited.

It can become something of a game.

The subject is first divided

(continued on Page 4)

Fig. 1 Typical Newspaper Coverage of the Project

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DIALOG terminals are available at:

REDWOOD CITY PUBLIC LIBRARY
881 Jefferson Avenue, Redwood City
(415) 369-3737
Library Hours:

Monday-Friday	9:00 - 9:00 p.m.
Saturday	9:00 - 6:00 p.m.

SANTA CLARA COUNTY LIBRARY
RESEARCH CENTER
10400 Torre Avenue, Cupertino
(408) 253-6212
Library Hours:

Monday-Friday	9:00 - 9:00 p.m.
Saturday	9:00 - 6:00 p.m.

SAN JOSE PUBLIC LIBRARY
180 West San Carlos Street, San Jose
(408) 287-2788 Ext. 4855, 4858
Library Hours:

Monday	12:00 - 9:00 p.m.
T., W., Th.	9:00 - 9:00 p.m.
Fri., Sat.	9:00 - 6:00 p.m.

SAN MATEO COUNTY LIBRARY
HEADQUARTERS
25 Tower Road, Belmont
(415) 573-2071
Library Hours:

Monday-Friday	8:00 - 5:00 p.m.

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An experimental project by

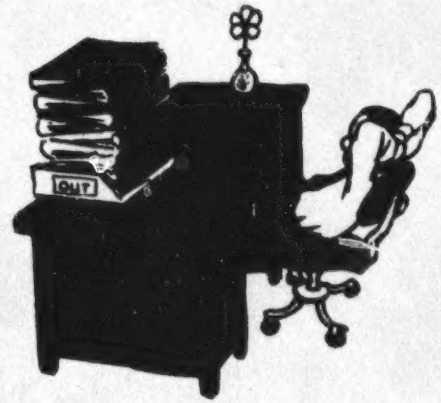
LOCKHEED INFORMATION SYSTEMS

and

COOPERATIVE INFORMATION NETWORK

funded by

The National Science Foundation



Would a Computer help?

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Fig. 2 Sample Brochure

Are you writing a paper on microbiology, linguistics or cat leukemia?

Do you administer an air conditioning and heating business?

Teaching a class of hyperkinetic children?

Interested in community services?

Perhaps you are writing a book: you've got a plot and the setting—now you need to enrich it with background data.

How about bne culture or plant nutrients?

Do you need to know more about management by objectives, affirmative action programs, the four-day, 40 hour work week?

Are you involved in your community's environmental impact studies?

We can find the current technical and scientific information you need, as well as data from the fields of education, psychology, agriculture, and the social sciences.

How may YOU obtain this information?

DIALOG an on-line information retrieval system, developed by Lockheed Information System, was made available to the libraries of the Cooperative Information Network (CIN) by a grant from the National Science Foundation.

The computer service provides quick access to millions of references in science, technology, social sciences, psychology, education, and agriculture.

Although the computer terminals are located in just four public libraries in Santa Clara and San Mateo counties, the patrons of all the libraries in the Cooperative Information Network may receive the overwhelming amount of information that can be read and brought forth by the computer.

During the first year of the program, there will be no charge to the library patron; however, there will be a nominal charge after June 1, 1975.

Ask your local librarian about DIALOG or visit one of the libraries that has a computer terminal. See locations on the back.

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1-5

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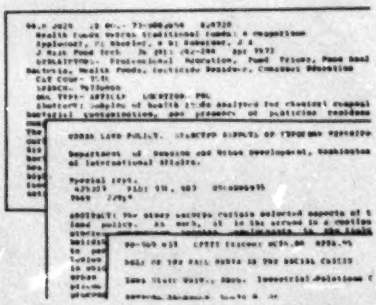
Annex 2

Fig. 2 (Sample Brochure (Cont.)

Would a computer help?



DIALOG

developed by the Lockheed Information Systems, is available to the Cooperative Information Network (CIN) Libraries.

Made possible by a grant from the National Science Foundation, this service provides quick access to millions of references in science, technology, social sciences, psychology, education, and agriculture.

Ask your local librarian about the services of DIALOG or visit one of the libraries that has a computer terminal.

REDWOOD CITY PUBLIC LIBRARY
881 Jefferson Avenue
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Library Hours:
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SANTA CLARA COUNTY LIBRARY RESEARCH CENTER
(Cupertino)
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Library Hours:
M-F 9:00-9:00 p.m.
Saturday 9:00-6:00 p.m.

SAN JOSE PUBLIC LIBRARY
180 West San Carlos Street
San Jose (408) 287-2798
Ext. 4855, 4858
Library Hours:
Monday 12:00-9:00 p.m.
T, W, Th. 9:00-9:00 p.m.
Fri, Sat. 9:00-6:00 p.m.

SAN MATEO COUNTY LIBRARY HEADQUARTERS
25 Tower Road
Belmont (415) 573-2071
Library Hours:
M-F 8:00-5:00 p.m.

1974

Fig. 3 Sample Bookmark

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- Stage Two:

  During this period, several hundred brochures and cover letters were mailed to scientific, technical, educational, and professional organizations, as well as to schools, a few businesses, and governmental departments primarily in the Santa Clara and San Mateo County and City jurisdictions. Invitations were sent to various groups encouraging them to ask for demonstrations. Reference librarians did on-the-spot searches for nearly two dozen groups as varied as the Coroner's Department, Kiwanis Club, and County Manager's Office.

  Perhaps the most difficult problem at this time was gauging the amount of publicity that should be released. Everyone wanted the project to succeed and the requests to come in, but libraries were fearful of a flood of requests that would tax staff members who were already working at capacity. Efforts were made to ascertain the effects of each publicity release and the subsequent actions were tailored to fit the response whenever possible. Although there was never an overwhelming surge of interest from the public, all libraries felt they were receiving about as much demand as they could handle without extra staff help. We did not, therefore, step up the tempo of publicity, but rather kept a steady flow going out to the community – another newspaper article, a few radio spots, and some mailings to business.

- Stage Three:

  This section of the plan was to have consisted of feature articles as followup and major media presentations, on TV, perhaps. This did not materialize because there was concern that Bay Area wide publicity might result in a fall-out upon nonparticipating libraries unable to cope with the inquiries. However, a slide/tape presentation was produced that was used by some libraries and schools both as publicity for the project and staff orientation. The tape is 11 minutes in length and there are 80 slides. Ads were placed in the Redwood City Tribune on four separate days. They produced only two inquiries. No searches resulted.

- Stage Four:

  Instead of wide-spread media coverage, we concentrated on posters with tear-off sheets for further information. We received a steady trickle of response from these, whereas the direct mailings elicited very little action. One direct, concentrated, and select mailing was directed at an upper middle class, primarily professional community of Ladera, located near Stanford. The community consists of more than 400 families. Materials were mailed to about 200 households to determine the response. Since only three individuals contacted the libraries for further information, we did not continue with the additional 200 mailings. Finally, mailings were sent to Santa Clara County government employees at the request of the Santa Clara County Library which made DIALOG searches available free of charge to County officials.

1.2.2 Publicity Materials in DIALIB

The actual publicity materials developed in Project DIALIB are presented in the Appendices. Appendix B provides examples of materials that were available at the libraries, and includes brochures, bookmarks, and flyers. Appendix C has examples of displays within the library. Of particular interest is the small sign given in Fig. C-2 which appears under all hard-copy indexes indicating that the index can also be searched on-line by computer.

Appendix D provides materials that were used to inform the staffs of the CIN-member libraries about the online search service. As indicated in section 2.2, publicity materials are not sufficient to educate library staffs; such education requires special attention on a continuing basis.

Appendix E contains letters that were sent to targeted groups, and Appendix F gives examples of newspaper publicity.

Section 2

EVALUATION OF PUBLICITY IN THE DIALIB EXPERIMENT

This section first repeats the evaluation results concerning publicity that appear in Annex 1, Evaluation Results, and then indicates problem areas in publicizing online search service in a public library setting. Librarian comments regarding publicity given in Appendix A.

2.1 EVALUATION RESULTS

The evaluation results related to publicity are shown in Table 2-1 for both the free and pay periods. It will be noted that librarians and friends were the major sources through which the users were informed about the availability of the service. These sources were followed in effectiveness by notices in the libraries and newspaper publicity.

Note also that publicity sources did change somewhat during the pay period. Librarians and friends remained comparable during both periods as primary publicity sources. However, professors replaced library notices as the third most frequently cited source and newspaper sources dropped from almost 11% to 2.3% during the pay period. The large percentage drop for newspapers as a source is easily explained by the fact that news coverage of the project occurred only during the first year of the experiment. The large increase in professors as a source has no obvious explanation that can be derived from the available data.

These results indicate that the librarian is potentially one of the most effective publicity sources. However, as described in section 2.2, there are problems involved in obtaining staff cooperation in this area, particularly in libraries that do not have a search terminal.

Table 2-1
SOURCE THROUGH WHICH PATRON HEARD ABOUT AVAILABILITY OF ONLINE SEARCH
(Totaled over all four CIN libraries)

Source	Percent of Patrons	
	Free Period	Pay Period
Librarian	23	24
Friend	21	22
Notice in Library	14	8
Newspaper	11	2
Mailed Notice	5	1
College Librarian	4	8
Teacher, Professor	3	18
Small Business Seminar, Club Meeting	1	0.3
CIN Mailing	1	2
Other, or No Response	17	14.7

2.2 PUBLICITY WITHIN THE LIBRARY

As indicated by the evaluation results, the librarian is extremely important in publicizing the availability of the online service. However, it should be noted that the library staff often does not fulfill its potential as a publicity source. For example, David Weber, Director of the Stanford University Libraries has written* concerning the difficulty of the Cooperative Information Network (CIN) in publicizing the CIN resource-sharing capabilities:

> In some ways the CIN Board of Directors has found the most frustrating aspect to be the lethargy of professional staff at the circulation or reference desks of our libraries, whether they be large or small. The public does not always seem to be the group which needs to be convinced of resource-sharing; desk operations seem to be the weak link. Some

*From "Resource Sharing Prospects," David C. Weber, News Notes of California Libraries, Vol. 70, No. 1-4, 1975. We are grateful to Professor Charles Bourne, University of California, Berkeley, for providing this reference.

> of them are of course superb. Nevertheless it has been appalling how much evidence accumulates that when a request is made for information, the answere is often 'this is all we have' or 'you would have to try some other library'....
>
> Resource sharing requires an aggressive attitude, and it involves a lateral thinking process. A good deal of effort by the CIN staff has gone into spreading the message to service librarians of what resources there are right around the corner, how the CIN network can be made to help them meet the needs of their patrons. ...Continuing education programs for staff development of those who interface with these co-operatives seem to be an urgent need.

One runs into the same difficulties in publicizing an online search service, particularly in those libraries that do not have an online terminal and where the librarians do not perform online searches. In such libraries, librarians and senior clerical staff often lack the following information:

- What types of questions are suitable for online search?
- What data bases can be used for such questions?
- What are the possible costs involved?
- What information concerning the question does the searcher require to perform the search?
- What can online search accomplish that manual search cannot?

In the case of the CIN libraries, the major approach used to provide the library staff with answers to these questions to the library staff was to perform on-site demonstrations at branch libraries using a portable terminal. In addition, special tutorial material was made available to each branch. Unfortunately, this approach does not seem to provide the librarian and senior clerical personnel with a deep enough knowledge of online search to allow them to confidently refer patrons to the service.

One possible solution to this problem might be to appoint a representative in each library as the Online Search Field Representative and to make this person responsible for informing the staff at that library about online search. These representatives would be given special training, including "hands-on" experience in online searching. They

would also attend seminars several times a year to learn about new data bases and search techniques.

Unless a mechanism such as this is developed, there will be a continuing problem in obtaining patron referrals to online service, particularly from those libraries where a search service is not offered in-house.

Section 3
CONCLUSIONS

Public libraries offering an online search service, and particularly those charging a fee for the service, must budget both sufficient personnel time and funds to publicize the service. It is particularly important that the library appoint a publicity coordinator experienced in the special problems of publicizing public library services.

We have indicated the publicity approach used in the DIALIB Project, and the evaluation has shown the importance of the librarian in publicizing such a service. In addition, we have indicated the problem involved in having librarians in remote libraries which do not offer online search services refer patrons to sources which do offer such a service.

It is hoped that the approach presented and the examples given in the Appendices will provide a basis for publicity planning for public libraries considering an online search service.

Appendix A

COMMENTS OF PARTICIPANTS REGARDING PUBLICITY FROM PARTICIPATING LIBRARIANS

The following comments were extracted from Appendix B of the main volume, and provide an indication of how the individual librarians felt about this topic. The participants quoted are:

- Carol Vantine, INFORM Librarian, Minneapolis Public Library, Minneapolis, Minnesota
- Judith Neufeld, Assistant to the Director, Long Island Library Resources Council, Bellport, New York
- Eric Kristofferson, Reference Librarian, Santa Clara County Library, Cupertino, California
- Nancy DeWath, Reference Librarian, San Mateo County Library, Belmont, California
- Dale Thompson, Regional Librarian, Santa Clara County Library, Cupertino, California
- Lois Thomas, Head, Research Center, Santa Clara County Library, Cupertino, California
- Charlotte Doudell, Reference Librarian, Santa Clara County Library, Cupertino, California

A.1 PUBLICITY TO LIBRARY STAFF

It is important to establish a base of support within the library by running training sessions for librarians who might forward questions to the search center. It is important that staff members not feel left out. They should not regard the online search system as a special tool closed to them, but as something that has practical application for every reference librarian.

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We had ten or twelve introductory sessions for staff members of any level who were interested, from the janitors right up to the director. We had a total of sixty or seventy people who attended, out of a staff of 220. I explained the online system to them and how it is used, and we ran demonstration searches. Each department was asked if there was a professional staff member who was interested in online searching. About twelve librarians were then trained more intensively on how one sets up a search strategy and were given time to practice on the terminal. Some of these persons have practiced and some have not.

– Vantine

Regarding guidelines for public libraries considering online service, I would emphasize making librarians familiar and comfortable with the service through demonstrations in small groups and in familiar subject areas. Once the librarians are enthusiastic (as most of them are after having seen successful demonstrations), likely search topics seem to flow in.

– Neufeld

It should be pointed out that all of the staff members here have enough knowledge of online search to be able to answer patron questions about the system when the search staff is not available.

– Kristofferson

A.2 PUBLICITY TO OTHER LIBRARIES

Branch librarians will also remain a problem forevermore. They don't care enough to spend the time to learn enough to take the initiative in generating online search requests and will have to be relied on merely as a pipeline for users who have already decided that they want DIALOG searches. They simply have too many other things to worry about; DIALOG is too low a priority. Most, however, are willing to relay a request, now that they have tried it a few times and no one has bitten them.

– DeWath

It may be that we should provide more information to the librarians in these other libraries so that they will have a better idea of what online search is, and what it can supply. Although I don't operate the terminal, the little knowledge that I have is important in that it helps me answer questions about online search when I am at the reference desk. Those who are not familiar with online search can have an erroneous idea of what the true capabilities of the system are with respect to a given question.

– Thompson

We feel that the time was not sufficient to make all librarians aware of the ways in which the program could be of service to them and to their users. We have not yet succeeded in reaching the entire potential clientele but think we will in time. I think the committee and the board are convinced the service is worthwile. More spadework has to be done to remove objections of librarians to charging for services, and hesitation to suggest methods with which they are not familiar, but this too is easing with time.

– Neufeld

Beside the newspaper article, we have done no outside publicizing of the online service other than at meetings such as the local SLA chapter, the American Law Librarians Association, and an American Marketing Association seminar on information retrieval. We have also discussed the service with librarians throughout this region. We try to make users aware that online service is necessary if you are really going to do a good job for most business and technical questions.

– Vantine

A.3 PUBLICITY TO PATRONS AND THE COMMUNITY

We have not used handouts or other printed material for the public. However, we have taken the opportunity, whenever possible, of performing demonstrations for business people. When we receive an inquiry from corporations concerning the system, we try to arrange for a demonstration. There has been an increasing and continuing interest in what is available online. If we feel that an online search is relevant to a question, then we mention this to the client indicating the possible

results of the search and the possible cost. In nine times out of ten, the client is interested in the computer search.

— Vantine

We had discouraged publicity because we didn't have the staff to handle more questions, but publicity is a chicken-and-egg situation: if you don't have the support for the staff, you can't publicize the service; but if you don't publicize the service, you don't get the demand and you can't get support for the staff. We may have to go through a bad period of pushing the service, contacting business, technical, and professional groups in order to build usage. Then, we can attempt to charge a fee to cover staff time. We have not publicized the way Redwood City has, and still the word has spread. About 50 percent of our searches are for business clientele, but there is going to have to be a lot more publicity if we want to promote DIALOG to reach all potential users.

— Thomas

Publicity will remain a problem. Most people don't need online searches frequently enough to qualify as repeat users. We'll always be trying to find and sell new users. Fewer users mean less word-of-mouth publicity, which still accounts for most of our business.

— DeWath

We have some patrons who are computer experts who know exactly how the system will work and what they want when they come in. We have the opposite extreme of people who know nothing about computers and who are unsure as to how to express their requirements. We therefore spend a lot of time explaining how online search works and what is required, and we make this explanation over and over again. The examples in our handouts have not been thorough enough to give patrons an idea of what the steps are in formulating a search strategy. It would be nice if they could look at something before they come in. Usually we must pull out a search that we have already done to show them how the system works. Many times they still don't understand, making it difficult to produce a satisfactory search.

— Doudell

Appendix B
PUBLICITY MATERIALS DISTRIBUTED TO PUBLIC IN THE LIBRARY

This appendix provides copies of the brochures, bookmarks, and flyers that were distributed to the public in the library to publicize online search. The material ranged from more expensive multicolored productions to inexpensive one-color productions.

DIALOG terminals are available at:

REDWOOD CITY PUBLIC LIBRARY
861 Jefferson Avenue, Redwood City
(415) 369-3737

Library Hours:

Monday-Friday	9:00 - 9:00 p.m.
Saturday	9:00 - 6:00 p.m.

SANTA CLARA COUNTY LIBRARY
RESEARCH CENTER
10400 Torre Avenue, Cupertino
(408) 253-6212

Library Hours:

Monday-Friday	9:00 - 9:00 p.m.
Saturday	9:00 - 6:00 p.m.

SAN JOSE PUBLIC LIBRARY
180 West San Carlos Street, San Jose
(408) 287-2788 Ext. 4855, 4858

Library Hours:

Monday	12:00 - 9:00 p.m.
T., W., Th.	9:00 - 9:00 p.m.
Fri., Sat.	9:00 - 6:00 p.m.

SAN MATEO COUNTY LIBRARY
HEADQUARTERS
25 Tower Road, Belmont
(415) 573-2071

Library Hours:

Monday-Friday	8:00 - 5:00 p.m.

1974

LOCKHEED PALO ALTO RESEARCH LABORATORY

LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

25

An experimental project by

LOCKHEED INFORMATION SYSTEMS

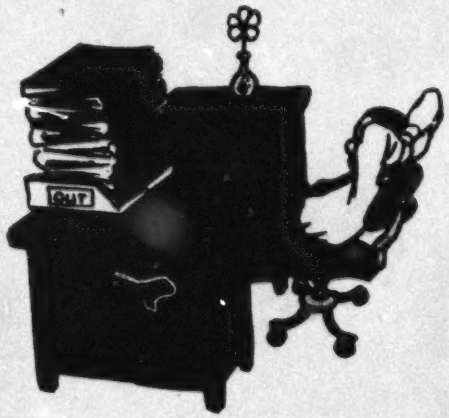
and

COOPERATIVE INFORMATION NETWORK

funded by

The National Science Foundation

1974



Would a Compnter help?

LMSC-D502595
Annex 2

Fig. B-1 Multicolor Brochure

Are you writing a paper on microbiology, linguistics or cat leukemia?

Do you administer an air conditioning and heating business?

Teaching a class of hyperkinetic children?

Interested in community services?

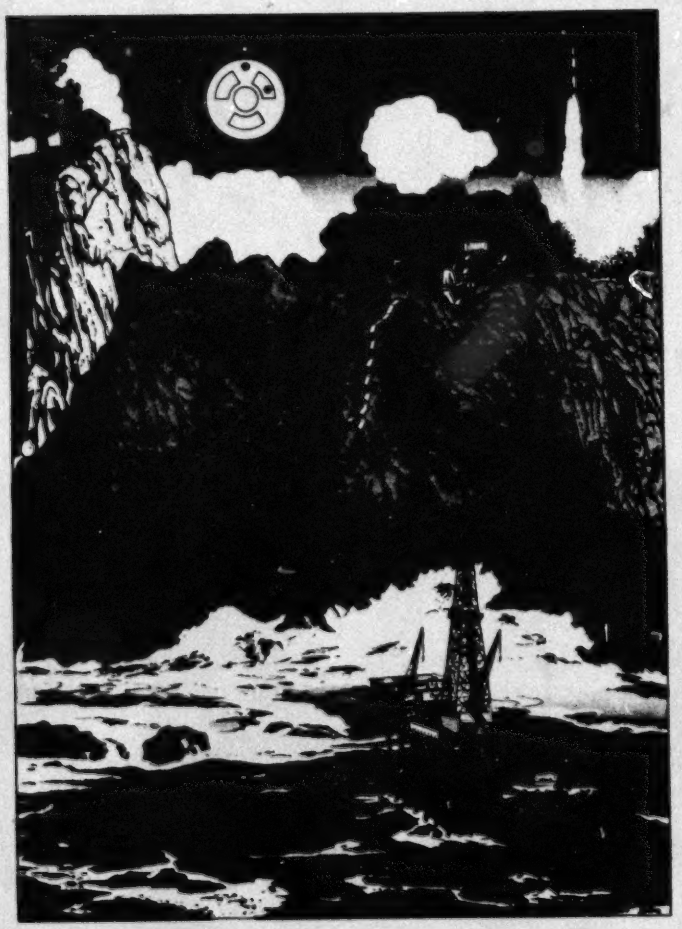
Perhaps you are writing a book: you've got a plot and the setting—now you need to enrich it with background data.

How about bee culture or plant nutrients?

Do you need to know more about management by objectives, affirmative action programs, the four-day, 40 hour work week?

Are you involved in your community's environmental impact studies?

We can find the current technical and scientific information you need, as well as data from the fields of education, psychology, agriculture, and the social sciences.



How may YOU obtain this information?

DIALOG an on-line information retrieval system, developed by Lockheed Information System, was made available to the libraries of the Cooperative Information Network (CIN) by a grant from the National Science Foundation.

The computer service provides quick access to millions of references in science, technology, social sciences, psychology, education, and agriculture.

Although the computer terminals are located in just four public libraries in Santa Clara and San Mateo counties, the patrons of all the libraries in the Cooperative Information Network may receive the overwhelming amount of information that can be read and brought forth by the computer.

During the first year of the program, there will be no charge to the library patron; however, there will be a nominal charge after June 1, 1975.

Ask your local librarian about or visit one of the libraries that has a computer terminal. See locations on the back.

LOCKHEED PALO ALTO RESEARCH LABORATORY

LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

Fig. B-1 Multicolor Brochure (Cont.)

Would a computer help?

DIALOG

developed by the Lockheed Information Systems, is available to the Cooperative Information Network (CIN) Libraries.

Made possible by a grant from the National Science Foundation, this service provides quick access to millions of references in science, technology, social sciences, psychology, education, and agriculture.

Ask your local librarian about the services of DIALOG or visit one of the libraries that has a computer terminal.

REDWOOD CITY PUBLIC LIBRARY
881 Jefferson Avenue
Redwood City (415) 369-3737
Library Hours:
M-F 9:00-9:00 p.m.
Saturday 9:00-6:00 p.m.

SANTA CLARA COUNTY LIBRARY RESEARCH CENTER
(Cupertino)
10400 Torre Avenue
Cupertino (408) 253-6212
Library Hours:
M-F 9:00-9:00 p.m.
Saturday 9:00-6:00 p.m.

SAN JOSE PUBLIC LIBRARY
180 West San Carlos Street
San Jose (408) 287-2788
Ext. 4855, 4858
Library Hours:
Monday 12:00-9:00 p.m.
T, W, Th. 9:00-9:00 p.m.
Fri, Sat. 9:00-6:00 p.m.

SAN MATEO COUNTY LIBRARY HEADQUARTERS
25 Tower Road
Belmont (415) 573-2071
Library Hours:
M-F 8:00-5:00 p.m.

1974

a. Front

b. Back

Fig. B-2 Multicolor Bookmark

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

DIALOG terminals are available at:

REDWOOD CITY PUBLIC LIBRARY
881 Jefferson Avenue, Redwood City
(415) 369-3737
Library Hours:

Monday-Friday	9:00-9:00 p.m.
Saturday	9:00-6:00 p.m.

SANTA CLARA COUNTY LIBRARY RESEARCH CENTER
10400 Torre Avenue, Cupertino
(408) 253-6212
Library Hours:

Monday-Friday	9:00-9:00 p.m.
Saturday	9:00-6:00 p.m.

SAN JOSE PUBLIC LIBRARY
180 West San Carlos Street, San Jose
(408) 287-2788 Ext. 4855, 4858
Library Hours:

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T., W., Th.	9:00-9:00 p.m.
Fri., Sat.	9:00-6:00 p.m.

SAN MATEO COUNTY LIBRARY HEADQUARTERS
25 Tower Road, Belmont
(415) 573-2071
Library Hours:

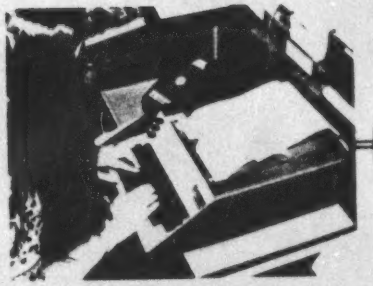
Monday-Friday	8:00-5:00 p.m.

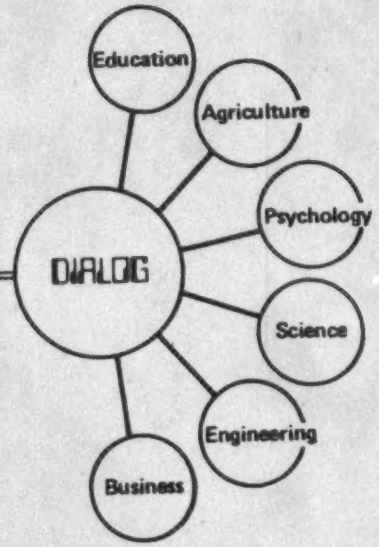
1974

SAN MATEO COUNTY LIBRARY

Computerized Information Retrieval

A new service available to the patrons of the library!





This library is one of four libraries in the COOPERATIVE INFORMATION NETWORK (CIN) participating in a NATIONAL SCIENCE FOUNDATION two-year study of computerized retrieval service in public libraries. The project is directed by LOCKHEED INFORMATION SYSTEMS.

• • • •

WHAT DOES THE DIALOG SYSTEM PROVIDE TO THE LIBRARY USER?

It will give the library user immediate access to a vast storehouse of information. The two year test program is aimed at finding out if the system will meet the needs of librarians, and the public, for fast retrieval of reference material.

WHO IS FUNDING IT?

The National Science Foundation.

WHO IS PARTICIPATING IN THIS STUDY?

The participants, in addition to the National Science Foundation, are:
Lockheed's Information Systems office, which is providing the DIALOG retrieval service;

Four libraries, members of the Cooperative Information Network, who are supplying the librarians and the space for the DIALOG keyboard terminals:
Redwood City Public Library,
Santa Clara County Library (Cupertino),
San Jose Public Library,
San Mateo County Library.

WHO MAY USE DIALOG ?

Anyone who lives, works, or attends school in Santa Clara and San Mateo Counties.

IS THERE A CHARGE?

No, not during the first year of the project. However, after June 1, 1975, there will be a nominal charge.

WHAT IS THE DIALOG INFORMATION SYSTEM?

DIALOG *is a fast information-retrieval system. The user operates a typewriter-like keyboard which is connected to the computer, enabling him to "call-up" from storage millions of references he may want to search.*

WHAT KIND OF INFORMATION CAN BE EXPLORED?

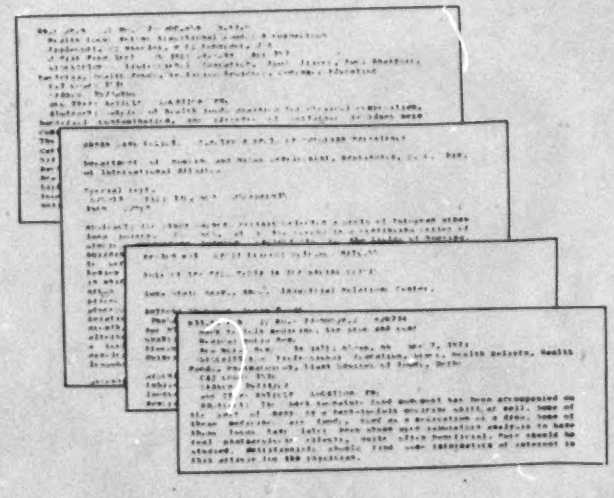
Bibliographies can be compiled from information drawn from 18 different data bases in such fields as science, education, agriculture, business, psychology, and others. A list of the data bases is available from your librarian.

HOW WILL YOU GET THE INFORMATION?

By using certain key words, the librarian can direct the computer to select and combine search terms. The librarian has control of a system which extracts and matches hundreds of thousands of stored references–which provides specific results within minutes.

HOW IS THE INFORMATION GIVEN TO YOU?

The information is printed out on paper by a high-speed typewriter. When you have selected the books and journals you wish to examine, the librarian will help you obtain them. If they are not immediately available s/he will attempt to secure them from other libraries.



LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

Fig. B-3 Black and White Brochure Made for Each Participating CIN Library (Cont.)

DATA BASES of Dialog,® computerized retrieval service in the public libraries of Santa Clara, San Mateo, Santa Cruz, and Monterey Counties.

DIALOG is an on-line information retrieval system, developed by Lockheed Information System, and now available to the libraries of the Cooperative Information Network (CIN) by a grant from the National Science Foundation.

Fig. B-4 Black and White Data Base Description Printed on Colored Stock

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

SCIENTIFIC AND TECHNICAL DATA BASES

NTIS - The complete Government Reports/Announcements file from the National Technical Information Service. Over 400,000 abstracts of government research from over 240 agencies including NASA, DDC, AEC, HEW, HUD, DOT, Commerce, and many others. File dates back to 1964, is updated every two weeks, and is growing at a rate of 60,000 abstracts per year.

INSPEC (SCIENCE ABSTRACTS) - Abstracts from the Institution of Electrical Engineers; covers from 1969 to present. INSPEC data bases include:

Physics Abstracts - Over 400,000 abstracts from 2,000 journals covering worldwide literature.

Electrical and Electronics Abstracts - Over 200,000 abstracts covering 300 subject areas encompassing electrical and electronic engineering.

Computers and Control Abstracts - Over 110,000 abstracts embracing all areas of computers and control engineering.

CHEMICAL ABSTRACTS CONDENSATES - Some 600,000 records from the Chemical Abstracts Service covering 1972 to present.

CHEMICAL AND ELECTRONIC MARKET ABSTRACTS (CMA/EMA) - Over 45,000 abstracts of domestic and foreign information on all chemical process and electronics and data processing equipment industries, 1972 to present. (Produced by Predicasts, Inc.)

CLAIMS™ (IFI/PLENUM Co.) - Over 350,000 U.S. chemical and chemically related patents issued from 1950 to the present, plus foreign equivalents from Europe. File growth is 25,000 citations per year.

COMPENDEX (ENGINEERING INDEX) - Over 200,000 citations and abstracts from 3,500 journals, publications of engineering organizations, and selected government reports and books; published worldwide. File growth is at a rate of 84,000 citations and abstracts per year. Covers 1972 to present.

BIOSIS (Biosciences Information Service) - Consists of Biological Abstracts and Biosearch Index. Covers the biological literature from 1972 to the present. Over 800,000 citations, growing at a rate of 240,000 per year. (Available July 1975)

EDUCATIONAL, PSYCHOLOGICAL, AGRICULTURAL, AND BUSINESS DATA BASES

ERIC - The complete file of educational materials from the Educational Resources Information Center of the National Institute of Education and other sources; covering 1966 to present with subfiles:

Research in Education (RIE) - 70,000 abstracts of Educational Research in the areas of curriculum development, learning disabilities, educational technology, and others.

Current Index to Journals (CIJE) - 68,000 abstracts of journal articles in education.

EXCEPTIONAL CHILDREN ABSTRACTS - 12,000 abstracts of material of particular interest in this field. This file is produced by the Council for Exceptional Children; the file dates from 1966 to present.

ABSTRACTS OF INSTRUCTIONAL AND RESEARCH MATERIALS (AIM/ARM) - 7,000 abstracts of instructional and research materials, indexed by the Center for Vocational and Technical Education, Ohio State University; covers 1966 to present.

PSYCHOLOGICAL ABSTRACTS - Over 150,000 abstracts to journal articles in psychology, dates from 1967. Issued by the American Psychological Association.

ABSTRACTED BUSINESS INFORMATION (ABI/INFORM) - Over 14,000 abstracts from business and financial journals in the areas of management, administration, finance, etc. Covers 1971 to present.

F & S INDEX (Funk and Scott) - Covers both domestic and international company, product, and industry information from over 1,000 financial publications; business oriented newspapers; trade magazines; and special reports. (450,000 citations growing 100,000 citations/year.)

NAL/CAIN - The complete Bibliography of Agriculture file from the National Agricultural Library, including the contents of the NAL catalog as well. Over 475,000 citations of agriculture-related material. File growth is at a rate of 140,000 citations per year. File coverage is from 1970 to present and includes the recently added Food and Nutrition file.

SOCIAL SCIENCES CITATION INDEX (SSCI)(R) - Over 300,000 citations of social and behavioral science journal literature from the Institute for Scientific Information.(R) Covers 1972 to present.

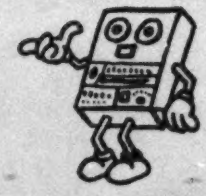
NEW DATA BASES - New data bases are under constant consideration for incorporation. We welcome your suggestions on data bases relevant to your needs.

D I A L O G

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

Fig. B-4 Black and White Data Base Description Printed on Colored Stock (Cont.)

DIALOG



COMPUTERIZED INFORMATION RETRIEVAL

DOES YOUR REFERENCE QUESTION REQUIRE MORE THAN A STANDARD, MANUAL LIBRARY SEARCH ?

Perhaps a computerized search will find what you are looking for in the field of education, agriculture, psychology, science, engineering, or business.

For your convenience, the following plans are available:

1. Standard Search

   A search will be conducted in one data base. There is a limit of ten sets and 20 printed citations. It is suggested that it be used to search a limited subject or to search a subject on a preliminary basis, prior to setting up a custom search

   Cost: $5.00

2. Custom Search

   This search can be as extensive as necessary to fully examine the material available on the subject.

   Cost: A $5.00 deposit is required for all custom searches, and the balance is payable on completion of the search, or at the time the off-line prints are picked up.

This system will compile a sizable bibliography for you if the subject is currently of great interest or if it has been heavily researched.

If your particular subject is rare or unexplored, the computer may seek in vain. Perhaps it will not call up a single citation.

Too much

JUST RIGHT

Not enough

Please remember, if we search and find nothing....there is still a charge. If you chose a custom search, it might be costly. So please, for your budget's sake, and our peace of mind, discuss your plans with the librarian before any search is initiated. Then perhaps, we'll all communicate happily forever after.

See sample on other side.

Brought to you by: Cooperative Information Network
Lockheed Information Systems and the National Science Foundation

Fig. B-5 Flyer Describing the Fee Structure (Black and White on Colored Stock)

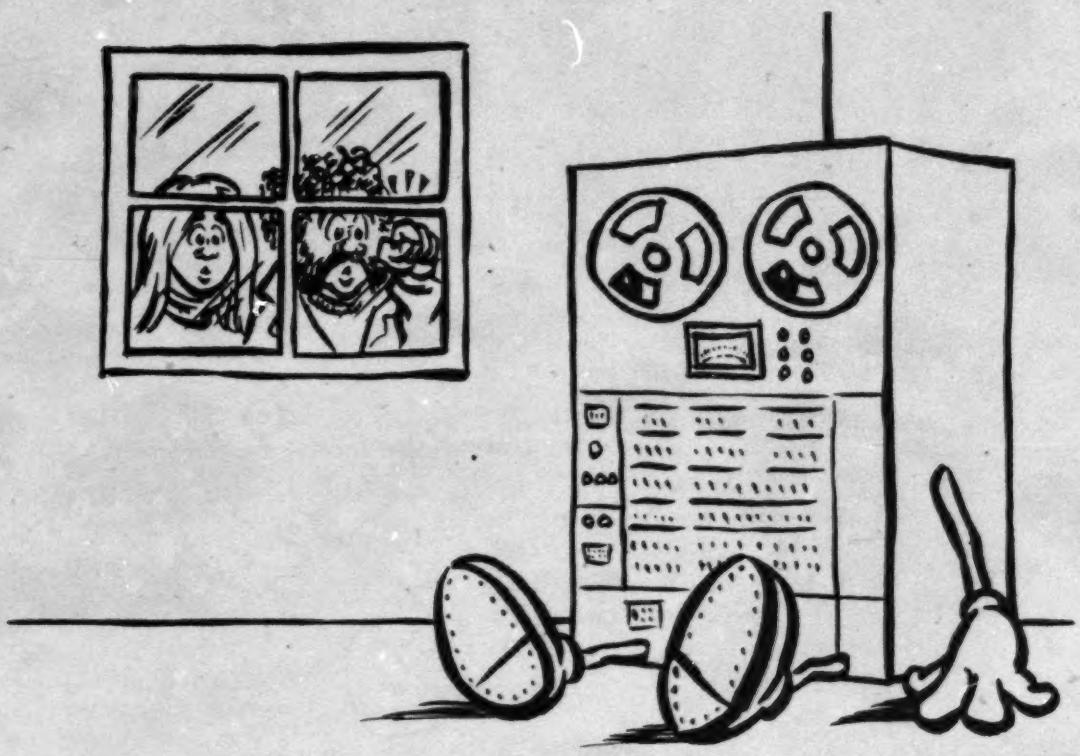
Performing a DIALOG™ Search

The patron is interested in references to harmful food additives. The librarian selects the National Agricultural Library Data Base that has a Food and Nutrition file. The set of references pertinent to the term "food additives" is first selected. (There are 81 such citations.) Then sets pertinent to the terms "harmful," "dangerous," and "deleterious" are selected. (Sets 2, 3, and 4, respectively.) Finally, the librarian combines the sets by ANDing Set 1 with the set formed by ORing Sets 2, 3, and 4. The resulting Set 5 has 7 citations relevant to the concept "harmful food additives." The library has requested that these seven citations be typed out at the terminal, and one such citation is given below. The librarian could have requested that these citations be printed offline and mailed to the library. This is often done when many citations are to be printed.

```
YOU MAY ACCESS THE FOLLOWING FILES :
 1@--ERIC THRU OCT.              10 --NAT.AGR.LIB/CA
 2 --ERIC 1972 -- E              11 --PSY. ABSTR. 19
 3 --CHEM ABST VOL               12 --INSPEC-PHYSICS
 4 --ERIC 1974 3 RD              13 --INSPEC-ELECT 7
 5 --(@NOT ONLINE@)              14 --INSPEC-COMPUTE
 6 --NTIS 1964-1974              15 --ABI DATA BASE
 7 --SOC SCISEARCH               16 --CMA-EMA
 8 --ENGR. INDEX 72              17 --CMA WEEKLY
 9 --AIM & ARM 1973              18 --F&S 1972

 ENTER NUMBER OF DESIRED FILE
 ? 10

        --- ----- -----------

? SELECT FOOD ADDITIVES

          1      81 FOOD ADDITIVES
? SELECT HARMFUL

          2     184 HARMFUL
? SELECT DANGEROUS

          3     129 DANGEROUS
? SELECT DELETERIOUS

          4      14 DELETERIOUS
? COMBINE 1 AND (2 OR 3 OR 4)

          5       7  1 AND (2 OR 3 OR 4)
? TYPE 5/2/1-7

TX533.M37 F&N   ID NO.-73-9364380     001650
  FOOD POLLUTION; THE VIOLATION OF OUR INNER ECOLOGY
  MARINE, GENE; VAN ALLEN, JUDITH
  NEW YORK, HOLT, RINEHART AND WINSTON   385 P.   1972
  DESCRIPTORS- ADDITIVES AND ADULTERANTS, FOOD-RELATED DISORDERS,
FOOD STANDARDS AND LEGISLATION, PESTICIDE RESIDUES, FOOD TECHNOLOGY,
FOOD AND DRUG ADMINISTRATION, CANCER, FOOD FADS, FOOD ADDITIVES
```

Fig. B-5 Flyer Describing the Fee Structure (Black and White on Colored Stock (Cont.)

WHO NEEDS TO TALK TO A COMPUTER?



Scientists, engineers, authors, educators, psychologists, doctors, businessmen, agriculturalists, and perhaps

YOU . . . . . That's right, YOU!

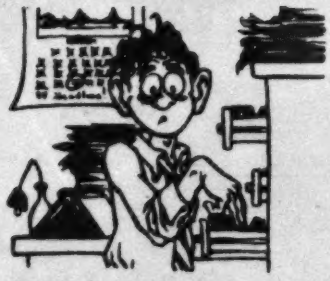
Are you writing a thesis, a term paper, or working on a special project in education, psychology, science, engineering, business, or agriculture? If you need technical and scientific information, you may need a computer.

Ask at your library about DIALOG, a computerized retrieval system that can compile a complete, up-to-date bibliography for you. Your local library will initiate the search or you may want to visit a computer terminal. For an appointment call one of the following:

Redwood City Library	(415) 369-3737
Santa Clara County Library	(408) 253-6212
San Jose Public Library	(408) 287-2708 Ext. 4055, 4058
San Mateo County Library	(415) 573-2071

Fig. B-6 Attention-Getter Flyer Aimed at the College Patron (Black and White)

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION



Would a computer help?

COMPUTERIZED RETRIEVAL SERVICE IN THE PUBLIC LIBRARY

A novel experiment in computerized retrieval is now being carried out in four libraries in the San Francisco Bay area. The experiment is probing the utility of the public library as a "linking agent" between the public and the many machine-readable data bases now available.

The experiment, funded by the National Science Foundation, is directed by Lockheed Information Systems, and uses the Lockheed DIALOG™ retrieval system. The libraries are members of the Cooperative Information Network (CIN), a cooperative of public, school, and corporate libraries that shares information resources.

Terminals have been installed in the San Mateo County Headquarters Library (Belmont), the Santa Clara County Library (Cupertino), the Redwood City Library, and the San Jose Public Library since July 1974. These libraries offer computerized search service to residents of Santa Clara and San Mateo counties at no cost for the first year (until June 1975). For the second year, users will be charged up to one-half of the actual costs, and by the third year the entire cost of the searches will be paid for by library budget, user fees, or some combination of these.

Thus, for the first time, the public can have access to information heretofore restricted to major government, university, or industrial organizations. In the DIALOG™ system this information consists of sixteen different data bases in science, engineering, social sciences, business, agriculture, and education. By operating a typewriter-like keyboard connected to a computer via the telephone lines, the librarian can "call up" from storage millions of references by entering search terms pertaining the question. (See reverse side for a search on "harmful" food additives.) The study will examine the effect of computerized retrieval service on both the public and on the library itself.

Ask your local librarian about the services of DIALOG or visit one of the libraries that has a computer terminal.

SAN JOSE PUBLIC LIBRARY
180 West San Carlos Street
San Jose (408) 287-2788
Ext. 4855, 4856
Library Hours:
Monday 12:00-9:00 p.m.
T, W, Th. 9:00-9:00 p.m.
Fri, Sat. 9:00-6:00 p.m.

SANTA CLARA COUNTY LIBRARY RESEARCH CENTER
(Cupertino)
10400 Torre Avenue
Cupertino (408) 253-6212
Library Hours:
M-F 9:00-9:00 p.m.
Saturday 9:00-6:00 p.m.

REDWOOD CITY PUBLIC LIBRARY
881 Jefferson Avenue
Redwood City (415) 369-3737
Library Hours:
M-F 9:00-9:00 p.m.
Saturday 9:00-6:00 p.m.

SAN MATEO COUNTY LIBRARY HEADQUARTERS
25 Tower Road
Belmont (415) 573-2071
Library Hours:
M-F 8:00-5:00 p.m.

Fig. B-7 Inexpensive Flyer (Black and White)

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

Appendix C
DISPLAYS WITHIN THE LIBRARY

This appendix provides examples of displays that were used in the library to attract attention to the online search service. Figure C-1 is a copy of a large multicolored display board, 4 feet by 8 feet, that was hung on the wall of each of the four participating CIN libraries. Figure C-2, a small sign that is placed beneath all hard-copy indexes that can be searched online by computer,* is particularly effective in attracting the patron's attention.

---

*This idea was developed by Mr. Douglas Ferguson, Head, Data Services, Stanford University Libraries.

COMPUTERIZED
'INFORMATION RETRIEVAL'
NEW! TO THIS LIBRARY*
THIS DEMONSTRATION PROJECT PROVIDES LIBRARIANS WITH A NEW REFERENCE TOOL TO BE USED ALONG WITH PRESENT REFERENCE SERVICES.
TELEPHONE LINE
DIALOG COMPUTER FACILITY
EDUCATION
AGRICULTURE
PSYCHOLOGY
SCIENCE
ENGINEERING
BUSINESS
DATA BANKS
THIS TERMINAL IS CONNECTED BY TELEPHONE LINE TO THE LOCKHEED 'DIALOG' COMPUTER IN PALO ALTO. THE REFERENCE LIBRARIAN CAN COMMAND SEARCHES IN 16 DIFFERENT DATA BANKS, EACH CONTAINING HUNDREDS OF THOUSANDS OF REFERENCES...
TERMINAL LOCATIONS
* THIS LIBRARY IS ONE OF 4 LIBRARIES IN THE COOPERATIVE INFORMATION NETWORK (CIN) PARTICIPATING IN A NATIONAL SCIENCE FOUNDATION 2-YEAR STUDY OF COMPUTERIZED RETRIEVAL SERVICE IN PUBLIC LIBRARIES. THE PROJECT IS DIRECTED BY LOCKHEED INFORMATION SYSTEMS.

Fig. C-1 Large Wall Poster (4 Feet by 8 Feet, Multicolored)

Fig. C-2 Small Sign Used To Call Attention To Online Search

Appendix D
MATERIAL DEVELOPED FOR LIBRARY STAFF

This appendix provides examples of some of the material that was developed to acquaint librarians and staff of the member-libraries of CIN with the availability of online search. Figure 2-1 shows the type of announcements that appeared in the CIN Network News concerning the online search service. Figure D-2 is an example of a flyer on helpful hints to the librarian forwarding a search question. Figures D-3 and D-4 indicate the type of request for bringing online search service to the attention of the public that were forwarded to branch libraries.

NETWORK NEWS

Cooperative Information Network of San Mateo, Santa Clara, Santa Cruz and Monterey Counties

Rm. 285, Main Library Stanford University Libraries Telephone: 329-8287

Vol. I, No. 4 June 1975

DIALOG : Part II

On June 1, the DIALIB experiment entered its second year - and ended its free phase! The DIALOG libraries have agreed on the following fee schedule. Two kinds of searches will be available:

Standard: $5.00 prepaid

Conditions: Search of only one data base.
Limit of 10 search sets can be formed.
Limit of printing 20 citations.

Suggested uses:
To search a limited subject.
To search a subject on preliminary basis before setting up a custom search.

Custom: $5 deposit must be paid on all custom searches; balance payable at completion of search before results are given to user. User is charged according to time required and bases used at one-half Lockheed's usual rate; printed also charged at one-half price (up to 10¢ each).

Conditions: Can be as extensive as necessary.
Suggested uses: More complex searches which a standard search cannot satisfy.

The standard search will be the usual search, the custom the extraordinary. Patrons should be encouraged to request a standard search.

"Charlie! Where do you want the computer?"

CIN libraries are still welcome to take requests from their users to forward to a DIALOG library. In such cases, it is the CIN library's responsibility to collect the fee from the user. The $5 (full standard fee or custom deposit) should be forwarded to the DIALOG library with the request; in urgent cases, the request can be phoned or TWXed and the search will be performed once the requesting library has assured the DIALOG library that the fee has been collected and is in the mail. For custom searches, the DIALOG library will notify the CIN member of the cost of the search upon completion; the prints will not be mailed until the requesting library informs the searcher that the balance has been collected.

READ ON

DIALOG (cont'd.)

All fees must be paid with check or money order. Ask your DIALOG library how they want the check made out. Your cooperation is required to keep DIALOG searching convenient for your users. The libraries with terminals cannot afford to cover losses incurred by no-shows. Please be very careful about accepting custom searches from people whom you don't think will return to pay the balance!

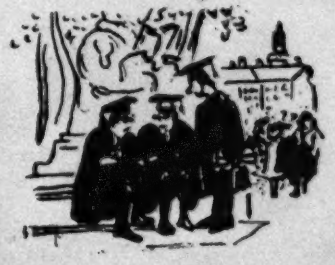
DID YOU KNOW?

....that it is possible to trace the manufacturer of an item when all you have is a number? The FTC (in SF) will trace it for you. Ex: Patron had cotton knit top with no identifying tags except a number. The FTC traced the number to a knitting company in Pennsylvania & supplied the address as well.

....that the Small Business Administration has free workshops on how to start a small business. Every 3rd Monday in SF. They last all day and it is necessary to make reservations as they are very popular. Write or call: Morris Bush, Small Business Admin., 450 Golden Gate Ave., San Francisco 94102.

....that Santa Clara County Free Library now has the entire 1975 edition of ASTM (Amer. Soc. for Testing & Materials) on microfiche, with new equipment capable of producing fiche printout. The busy County Library has also produced a current periodicals holding list with the added attraction of listings per branch. Contact Phyllis Levine at Hdqtrs. Branch (293-2326).

....that Stanford Univ. collection reached the 4 millionth mark with the acquisition of the archive of Cannery Row.



"Now what?"

Fig. D-1 Example of Announcements Concerning Online Search That Appeared in the CIN Network News

HELPING THE DIALOG REFERENCE LIBRARIAN

The CIN librarians can help the DIALOG librarians provide fast and accurate searches in 2 ways:

1. Screening requests - It is important to forward only those requests that are probably suitable for DIALOG. If requests can be filtered out at the CIN library, fewer users will be disappointed and less time will be used screening those requests at the DIALOG library.

2. Obtaining information - When forwarding reference questions that are likely DIALOG candidates, it is important that the CIN librarian do a thorough reference interview to get from the patron a detailed statement of the question, and to get as many possible search terms and synonyms. It is also helpful for the CIN librarian to do additional research at the CIN library, in order to provide the DIALOG librarian with other synonyms, relevant references and names of people publishing on the topic, and other information that will help focus the search.

Patron attendance at the DIALOG search varies among the DIALOG libraries, so check with your DIALOG reference librarian. Those who like user attendance say that the user can be of help in indicating whether the search is progressing in the right direction, suggesting good search terms, and evaluating the references as they are found. Those who don't like user attendance claim that the user is distracting, can slow down the search by asking questions about DIALOG, and that such sessions are difficult to schedule. If a user does go to the DIALOG library for a search, make sure that the user is fully briefed on DIALOG beforehand.

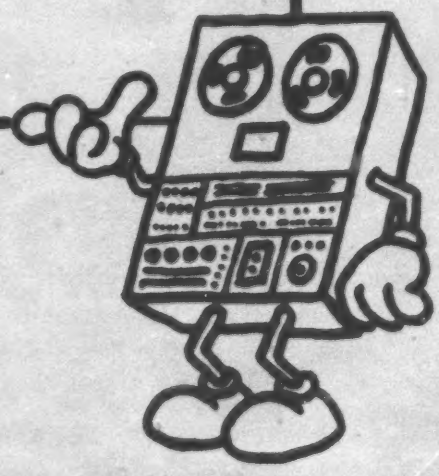


Fig. D-2 Example of Hints to the Librarian Forwarding Search Request to an Online Search Center

COUNTY OF SAN MATEO
SAN MATEO COUNTY FREE LIBRARY
25 TOWER ROAD, BELMONT, CALIFORNIA 94002
(415) 573-2056
PUBLIC INFORMATION
(415) 573-2062

COMPUTERIZED RETRIEVAL SERVICE IN THE PUBLIC LIBRARY

Will you help us bring DIALOG to the attention of the public?

Will you place a bookmark in at least one book checked out by each patron ..... for as long as they last? If your circulation arrangements and staffing make this impossible, will you place them near the circulation desk so patrons may help themselves? Please, give some to your branches!
Many thanks from the "DIALOG in public libraries" project.

For more bookmarks, while they last:

Mail the coupon below to:

Evelyn G. Helmer, Public Information
San Mateo County Library
25 Tower Road
Belmont, California 94002

Name

Name of library

and street

city and state

zip code

number of bookmarks

Fig. D-3 Examples of Requests to Branch Librarians to Publicize Online Search to Patrons

COUNTY OF SAN MATEO
SAN MATEO COUNTY FREE LIBRARY
25 TOWER ROAD, BELMONT, CALIFORNIA 94002
(415) 573-2056
PUBLIC INFORMATION
(415) 573-2062

COMPUTERIZED RETRIEVAL SERVICE IN THE PUBLIC LIBRARY

WILL YOU PLACE THESE BROCHURES IN A PROMINENT PLACE ?

Will you distribute them to outside agencies or where ever you feel they are appropriate? Please, send some to your branches.

Will you give one to each new card holder ?

Thanks for helping the Cooperative Information Network and Lockheed Information System's "DIALOG" project.

If you need additional brochures please mail the coupon below to:

Evelyn G. Helmer, Public Information
San Mateo County Library
25 Tower Road
Belmont, California 94002

Please send me _____ three-fold brochures (color)

Send me _____ black and white informational brochures

Send also _____ posters.

_____
Name

_____
Library

_____
and Street

_____
City and State

_____
Zip code

Fig. D-4 Examples of Requests to Branch Librarians to Publicize Online Search to Patrons

Appendix E
PUBLICITY LETTERS SENT TO TARGET GROUPS

As indicated in the description of the publicity plan, section 1.2, letters were sent out to specially targeted groups such as small business, government groups, and selected residential areas. Figures E-1, E-2, and E-3 indicate some of the letters that were sent out.

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

County of Santa Clara
California

Office of the County Librarian
1095 North Seventh Street
San Jose, California 95112
293-2326 Area Code 408

DO YOU HAVE ALL THE INFORMATION YOU NEED?

Are you keeping pace with the information explosion?

More and more business and professional people find they can't keep up with the vast amount of knowledge that is accumulating in all fields. Space age technology requires a computer to store and retrieve sources of information. And a computer is just what is available in your local library today! It can find the sources of information in a matter of minutes.

DIALOG is a computerized on-line retrieval system developed by Lockheed Research Systems which is now accessible to all libraries in Santa Clara and San Mateo Counties. This two-year experimental project was made possible by a grant from the National Science Foundation.

Until June, 1975, searches will be conducted free of charge for anyone who lives, works, or attends school in either county.

WHAT DO YOU RECEIVE WHEN A SEARCH IS CONDUCTED FOR YOU? A list of references is printed that draws upon a vast store of knowledge contained in more than 16 data banks in the fields of education, agriculture, psychology, science, engineering and business. If you wish to read the books and journals cited on the bibliography compiled for you, the library will help you obtain them.

Some requests that have already been searched on DIALOG are: *Children in single parent families, autistic children, dance therapy, helicopter noise levels, neoprene deterioration, self-actualization, cat leukemia, industrial wastes and others.*

If you need help in finding scientific or technical information, perhaps you should try DIALOG. Ask at your local public library. For a demonstration of the computer terminal, please call Lois Thomas (408) 253-6212 for an appointment. Let the computer do your work!

Very truly yours,

Evelyn G. Helmer

Evelyn G. Helmer
Public Information
(415) 573-2062

An Equal Opportunity Employer

Fig. E-1 Letters Sent Out to Targeted Groups

Redwood City Public Library

1111 Jefferson Avenue
Redwood City, California 94063
Telephone: (415) 369-3737

DO YOU HAVE ALL THE INFORMATION YOU NEED?

Are you keeping pace with the information explosion?

More and more business and professional people find they can't keep up with the vast amount of knowledge that is accumulating in all fields. Space age technology requires a computer to store and retrieve sources of information. And a computer is just what is available in your local library today! It can find the sources of information in a matter of minutes.

DIALOG is a computerized on-line retrieval system developed by Lockheed Research Systems which is now accessible to all libraries in Santa Clara and San Mateo Counties. This two year experimental project was made possible by a grant from the National Science Foundation.

Until June 1975 searches will be conducted free of charge for anyone who lives, works or attends school in either county.

WHAT DO YOU RECEIVE WHEN A SEARCH IS CONDUCTED FOR YOU? A list of references is printed that draws upon a vast store of knowledge contained in more than 16 data banks in the fields of education, agriculture, psychology, science, engineering and business. If you wish to read the books and journals cited on the bibliography compiled for you, the librarian will help you obtain them.

Some requests that have already been searched on DIALOG are:

Children in single parent families
Autistic children
Relationship between circadian rhythms and toxicity of drugs
Dance therapy
Helicopter noise levels
Neoprene deterioration
Self-actualization
Cat leukemia
Industrial wastes

If you need help in finding scientific or technical information perhaps YOU SHOULD TRY DIALOG. Please call Sally Drew, reference librarian, Redwood City Public Library, 369-3737. Please find additional information in the enclosed brochure.

Very truly yours,

Evelyn G. Helmer

Evelyn G. Helmer,
Public Information
573-2062

Fig. E-1 Letters Sent Out to Targeted Groups (Cont.)

SOUTH BAY COOPERATIVE
LIBRARY SYSTEM

2635 Homestead Road
Santa Clara, California 95051

Are you keeping pace with the information explosion? More and more business and professional people find they can't keep up with the vast amount of knowledge that is accumulating in all fields. Space age technology requires a computer to store and retrieve sources of information. And a computer is just what is available in your local library today! It can find sources of information in a matter of minutes.

This service is DIALOG, computerized on-line information retrieval, developed by Lockheed Research Systems, now accessible to all who live, work, or attend school in Santa Clara, San Mateo, Santa Cruz, and Monterey Counties. This two-year experimental project was made possible by a grant from the National Science Foundation.

WHAT DO YOU RECEIVE WHEN A SEARCH IS CONDUCTED FOR YOU?

A list of references is printed that draws upon a vast store of knowledge contained in more than 20 data banks in the fields of education, agriculture, psychology, science, engineering and business. Your local library will obtain the books and journals cited on your bibliography, if you wish to use them in your research.

Some requests that have already been searched on DIALOG are: *Children in single parent families, autistic children, dance therapy, helicopter noise levels, neoprene deterioration, self-actualization, cat leukemia, industrial wastes and others.*

IS THERE A CHARGE?

Until June, 1975, searches were conducted free of charge, under the terms of the project grant; now there is a fee that is roughly half the commercial cost of the service. Please see flyer enclosed.

If you need help in finding scientific or technical information, please call the San Jose Library (408) 287-2788 or the Santa Clara County Library Research Center in Cupertino (408) 253-6212 and ask for the DIALOG service.

Very truly yours,
Evelyn Helmer
Evelyn G. Helmer,
Publicity Coordinator for
the DIALIB project
573-2062

Fig. E-1 Letters Sent Out to Targeted Groups (Cont.)

Appendix F
NEWSPAPER PUBLICITY

Most of the newspaper publicity originated during the first year of the study, when the service was offered at no cost to the patron. Newspaper publicity was easy to obtain initially because of the novelty of the online search service. Figures F-1 through F-6 indicate this type of newspaper publicity. Figure F-7 indicates a newspaper ad that was tried, with poor results.

B—PALO ALTO TIMES, Thursday, Feb. 20, 1975

Libraries initiate computer information retrieval system

Libraries in both Santa Clara and San Mateo counties have initiated a new information retrieval system first reported in the Times last summer.

Customers must go to the library to use the service. Requests cannot be made by telephone.

The public librarian at any library in either county will forward requests to one of the four main participating libraries. Terminals at each of those libraries are connected by telephone lines to a central computer.

The computer contains an estimated four million citations or references in 18 fields, including education, agriculture, psychology, science, engineering and business.

Computer terminals are located at the San Mateo County library headquarters in Belmont, at its Redwood City branch, and at Santa Clara County's main library in San Jose and at its Cupertino branch.

The public can use the system free of charge until June, 1975. The National Science Foundation in cooperation with Lockheed Information Systems is sponsoring the part of the project as part of a two-year experiment to determine public acceptance of the system.

A display terminal will be located at the Atherton town library on Ashfield

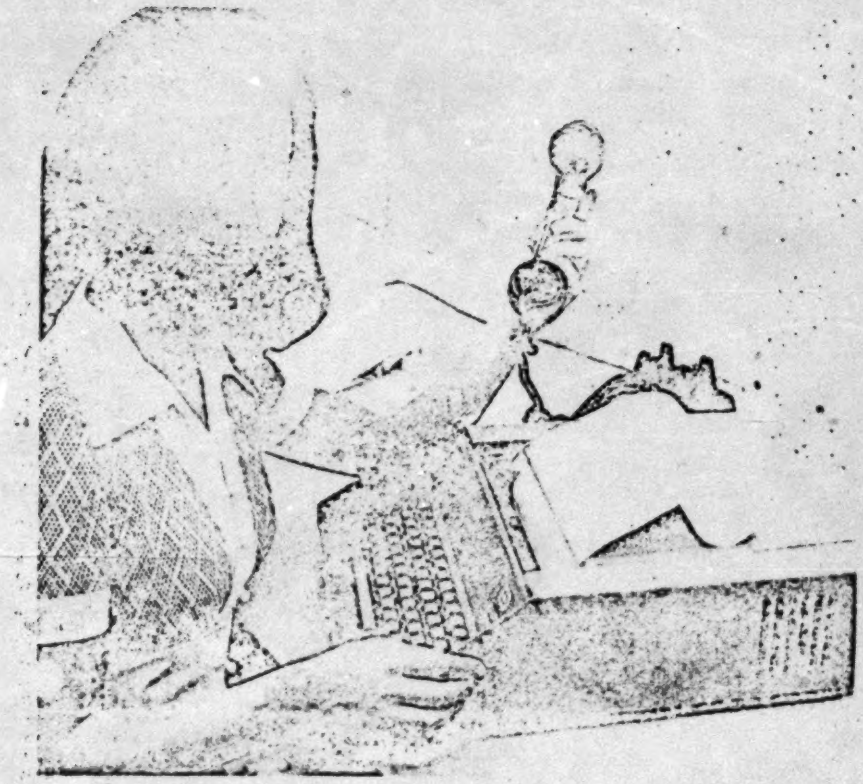
Drive on Saturday between 10 a.m. and 4 p.m., according to community libraries Tari Satterfield.

Mrs. Satterfield said the system makes bibliographic searches of current information, but does not answer specific questions.

"It will not write a paper for you, but search the literature and cite where the information may be found — the author, title, journal or document, and in some instances a short summary of the information," accord-

ing to Evelyn G. Heimer, communications coordinator for the San Mateo County libraries.

Fig. F-1 Typical Newspaper Publicity



BARBARA ELLIS WEST . . . Essentials Of The Linkup

SAN JOSE NEWS
SAN JOSE, CALIF., SATURDAY, JUNE 15, 1974 15
★★★

Computer Retrieval Service

Space Age Comes To Libraries

PALO ALTO — Three area libraries soon will receive a sophisticated computer information retrieval service in a just announced project.

Lockheed Missiles & Space Co. and the National Science Foundation revealed details of the joint project that will bring the space age device to local library service.

With partial funding from the NSF, the project will make available to library users Lockheed's DIALOG information service.

With the service, a library employe will be able to use a computer terminal linked by telephone to Lockheed's Palo Alto computer center to retrieve research references in minutes or hours that might otherwise take days, or even months.

The computer will dig proper reference citations out of four million references and abstracts of articles in a broad range of categories.

While the computer is working, the librarian will be able to re-direct its efforts and view the progress of the research.

The aim of the project is to make the fast and efficient service available to the average library customer, from student to teacher to businessman.

"It should expand the possible uses of a library tremendously," noted Dr. Roger K. Summit, manager of Lockheed's Information Systems programs.

Installation of the computer devices is expected in a few months.

The libraries involved in the two-year experiment must supply space for the terminal and personnel to handle them, but otherwise incur no charges.

Fig. F-1 Typical Newspaper Publicity (Cont.)

VOLUME 46, NO. 31 WEDNESDAY, SEPTEMBER 4, 1974 Price $2.00 A Year - - 10c A Copy

Conversation With a Computer

By Miriam Sward

Behind every successful transaction with a computer is a human being.

And the person behind the County Library System's new research computer operation Nancy Dewath, research librarian, and her co-workers.

The recently-installed computerized program at the central library on Tower Road, Belmont, provides almost instantaneous information on resource material, information that until now has taken days, even weeks of research.

But the duration of these sessions depends on the librarians to individual libraries that are tied into the system, and on the operator at the terminal, which necessitates a typewriter.

They must be detectives, psychologists, linguists, researchers and just plain good guessers.

The process starts at the local library, where the patron tells the librarian the subject of the desired information.

One word, however, isn't enough information for the computer appropriately named "Dialog", which hums at Lockheed in Sunnyvale, to provide the specific information wanted.

The researcher is carefully questioned to elicit key words that will point the computer in the exact direction.

Then the information is transmitted by telephone or teletype to the Tower Road library.

There, the librarian dials a telephone number which is answered, so to speak, by the computer. The operator gives a password to reassure the computer that an outsider is trying to steal information. That's when it begins to get interesting.

RESEARCH LIBRARIAN Nancy Dewath aids research worker track down materials during replies from computer at Lockheed Missiles and Space Co. in Sunnyvale on the

The computer has stored in its six million citations, and from these the precise relevance desired must be elicited. If one becomes something of a game. The subject is first divided

(continued on Page 6)

BELMONT Courier Bulletin

Conversation

(Continued from page 1)

into broad concepts. The operator can command the computer to "select" names of publications on the desired subject.

She may have been asked, for instance, for material on public relations in school systems.

"Select Public Relations," she types on the terminal.

Immediately, a list of 10 published articles on public relations appears on her terminal.

But —

"Expand Public Relations," she commands.

The computer latches on to the word "Public."

"Public Education," it shouts back. "Public Libraries, Public Opinion, Public Policy, Public Relations School, Public School Systems, Public Schools, Public Speaking, Publication, Published, Punctuation..."

This is getting rather far afield, so she tries again.

"Select Information," she tells Dialog. "Select Inform, Publish, Advertising, Advertise, Ad, Government..."

The computer replies: "Vocational Instructional Materials for Home Economics Available from Federal Agencies."

It then gives a citation, but detailed description of the contents of a series of publications on home economics instructional.

Back to the terminal.

"Select Government Publications ... Select Mass Communications ... Combine 3 and 5 (the selections are numbered, for speed) ... Select Municipal, County, Local ... Combine 2BA, 3B..."

Eventually, by narrowing down the selections, she ends up with a complete list of publications on the subject, with abstracts on their contents.

The selections are from recent publications, material that the researcher-in-depth has probably not been aware of.

To come up with the needed material, the operator frequently consults technical dictionaries to find key words.

With all its millions of citations, the computer doesn't know EVERYTHING.

The information stored in it is largely scientific and technical, educational, psychological, agricultural and business data.

It is used by engineering and consulting firms some of which have their own terminals, researchers needing sophisticated material, students working on papers.

Its services are available free — for the first trial year, with funds from a National Science Foundation grant. Next year, if the library retains the system, the cost will be about $85 an hour.

The other county librarians also operate the terminal, after having taken a two-day training course at Lockheed.

Belmont residents who wish to use the computer do not need to travel to the Tower Road library; they can initiate the procedure by going to the Belmont Library.

BELMONT RESEARCH LIBRARIAN Nancy Dabbs sends information from researcher via teletype from local library to central county library on Tower Road, to start the computer hunt for wanted material.

Fig. F-1 Typical Newspaper Publicity (Cont.)

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

Got a question? Just telephone the computer

A two-year experiment offering public access to a computer system that provides topic reference information — in fields from the social to physical sciences — was launched today at four public libraries from San Jose to Belmont.

DIALOG, not an acronym, is a computerized information retrieval service already in use by many industries. Its name was devised by those who developed it at Lockheed Missiles & Space Corp. to symbolize the interaction between the librarian and the computer.

It is being installed simultaneously at the San Jose Public Library, the Santa Clara County Library branch in Cupertino, the San Mateo County Library branch in Belmont, and the Redwood City Public Library.

All are members of the Cooperative Information Network of Libraries, an area association set up to share library resources and information.

The DIALOG information test program is funded by the National Science Foundation.

According to Dr. Joel Goldhar of the Foundation, the major objective of the program is to investigate ways in which public libraries can be used as linking agents between the general public and the vast amounts of information that is catalogued, abstracted, and stored in large data bases.

Business and Finance

DIALOG was developed by Lockheed Missiles & Space Corp. Dr. Roger K. Summit, Lockheed's DIALOG project director, said the program is the first of its kind.

"It could set the pace for widespread use by the general public of computerized information retrieval in the 1970s," he said.

To operate DIALOG, the librarian sits at a typewriter-like keyboard which is connected to Lockheed's main computer, by telephone line, in Palo Alto.

The librarian "talks" with the computer through this keyboard, directing the computer to search any of a variety of references and abstracts in such fields as education, science, agriculture, business and others.

The "output" of the librarian's instructions is printed immediately on a high speed typewriter next to the keyboard terminal. This print-out is the user's end product, and — depending on the depth of search — can be one or more pages of references or abstracts in a specific field of research.

Lockheed, in addition to producing the retrieval service, will train the librarians and act as project coordinator.

The test project will conclude with the preparation of a guideline report for public library groups and for suppliers of information services. Paisley-Mick Associates, an evaluation research organization in Palo Alto, will evaluate the study and help to develop pricing policies.

The final report will include such information as methods of establishing and maintaining such computerized information services; the requirements for such services; the impact on the library and the patron; the potential market for such services; and the nature and scope of the data to be made available to the patron.

Under the terms of the grant, there will be no charge to library patrons during the first year, and a nominal charge the second year. Typical costs to commerical clients using similar systems average $5 to $10 per search.

Faster than fingers — DIALOG

Charleen Kuratsuchi, a San Jose reference librarian, uses Dialog to obtain fast access to more than 4 million ref
Service to public library patrons is free for the first year of a two-year experiment.

Fig. F-1 Typical Newspaper Publicity (Cont.)

LOCKHEED PALO ALTO RESEARCH LABORATORY
LOCKHEED MISSILES & SPACE COMPANY, INC.
A SUBSIDIARY OF LOCKHEED AIRCRAFT CORPORATION

SH Times 4/12/75

Computer At Library Show Set

Fast computerized information retrieval will be demonstrated at the Burlingame city library from 10 a.m. to 4 p.m. April 19, to introduce the service to local businessmen, teachers, scientists and others with a need for scientific and technical information.

This computer terminal, one of four in San Mateo and Santa Clara counties connected to 16 data banks, compiles a list of references to information in the fields of education, agriculture, psychology, science, engineering and business.

The terminal usually is housed at the county library system main branch in Belmont. The others are in the public libraries in Redwood City, Cupertino and San Jose.

The service won't answer specific questions or deliver the actual texts from research materials but does save time in compiling bibliographies, or sources of information, according to Burlingame Assistant Librarian Patricia Bergsing.

The four terminals are part of a two-year experimental project made possible by a grant from the National Science Foundation in cooperation with Lockheed Information Systems and the Cooperative Information Network.

Requests for bibliographic searches may be made at any public library in San Mateo, Santa Clara, Santa Cruz and Monterey counties into this system, free until June 1 but with a charge after that.

SB—Burlingame & Millbrae Wednesday, April 16, 1975

Library To Demonstrate Computer Retrieval System

Fast computerized information retrieval will be demonstrated at the Burlingame Public Library on Saturday, April 19 from 10 a.m. to 4 p.m.

Patricia Bergsing, Assistant City Librarian, has arranged for a one-day demonstration to introduce the service to local Burlingame businessmen, teachers, scientists, and others who have need of scientific and technical information.

Requests for a search can be initiated at any time in the reference department of the Burlingame Library, although the terminal is usually housed at the Belmont headquarters of the County Library System.

Capable of scanning millions of citations in more than 16 data banks, the computer compiles a list of references to information in the fields of education, agriculture, psychology, science, engineering, and business.

This is part of a two-year experimental project in which terminals are located in four public libraries in San Mateo and Santa Clara counties.

Fig. F-1 Typical Newspaper Publicity (Cont.)

COMPUTERWORLD September 10, 1975

On-Line Library Search Having Unexpected Results

By Edward J. Bride
Of the CW Staff

TOKYO – Aside from the expected benefits of making better use of librarians' time, the use of on-line search methods has had some unanticipated side affects, according to several speakers at the Second USA-Japan Computer Conference here.

Two researchers from the Lockheed Palo Alto Research Laboratory, in examing the goal of "providing the public with on-line access to large bibliographic data bases," found a relatively elite segment of the public was getting that access.

After a year-long experiment with public libraries in northern California, researchers Oscar Firschein and Roger K. Summit have discovered "most of the users are technical professors and students . . . highly educated," with 60% of the users having had "some graduate work" and 40% having advanced degrees.

The libraries have also begun to see a "new class of patrons, people who previously did not perceive the public library as a source of answers to complex reference questions," they reported.

Chief among this new class of patron is the government itself.

Two advantages of networks of shared files by several libraries were cited by Frederick Kilgour of the Ohio College Library Center in Columbus, Ohio.

First, Kilgour said such networks "can make available vast information resources to individual library users," plus there are economic advantages.

"At the same time that a network is increasing the availability of resources, it also makes possible reduction in rate of rise of per-unit library costs" bringing them "into line with the rate of rise of per-unit costs in the economy as a whole," Kilgour said.

It has been shown, for example, that the Ohio center has enabled cataloging staffs in Ohio academic libraries to increase productivity by 460%, Kilgour said.

By last February, Kilgour noted, about 475 institutions in 36 states were either participating in the Ohio network or had signed to participate.

Fig. 2-1 Typical Newspaper Publicity (Cont.)

newspaper ad for online search

DODGE
Auto RENTAL
LOWEST
RATES available!
Day week or month
WE RENT
MOST EVERYTHING
DODGE CENTER
RENT A CAR
• 365-6000 •
TIRED? FRUSTRATED
by endless research?
Save time and money. Ask your public library for the services of computerized information retrieval.
For a small fee, bibliographies will be compiled in the fields of:
• Business • Finance • Claims • Education
• Psychology • Social Service • Government Reports
• Chemistry • Agriculture • Life Sciences • Engineering • Physics • Meteorology • Oceanography
FAST COMPLETE UP-TO-DATE
Please write:
Library Computerized Retrieval, 33 Tower Rd., Belmont
94002 or Call Redwood City Library 365-8721
San Mateo County Library 573-2671
DEMONSTRATION
Saturday, Nov. 22 11 a.m. to 3 p.m.
Amana / Radarange
THE GREATEST COOKING
DISCOVERY SINCE FIRE
IS EV
NEW S
Featuring
Quality an
Chilton
is pleased to
FREE WITH
PURCHASE
2—Redwood City (Ca.) Tribune Thurs., Nov. 20, 1975
CARPET
Barwick, Mena

Fig. F-2 Newspaper Ad Publicizing Online Search Service